

Short North Parking Pilot Program

To establish a Short North parking pilot program to protect neighborhood parking, to manage the demand for on-street parking created by commercial attractions, to promote retail patronage, and to encourage the use of alternate forms of transportation and limit congestion in the Short North.

I. Short North Parking Pilot Program

- A. The Director of Public Service may establish a Short North Parking Pilot Program for the purpose of managing on-street parking and reducing congestion within the established parking pilot zone.
- B. The Short North Parking Pilot Program is designated as the area bounded by:
 - 1. I-670 on the south, King Avenue on the north, Harrison Avenue and Battelle Boulevard on the west, and the railroad tracks on the east.
- C. The Director shall establish specific parking management targets and implement rules and regulations to achieve the following parking pilot goals:
 - 1. Protect residential parking in residential permit parking zones;
 - 2. Facilitate regular parking turnover in residential and busy commercial areas;
 - 3. Decrease congestion by encouraging the use of alternate forms of transportation; and
 - 4. Provide consistent, predictable parking for visitors.
- D. Within the parking pilot zone, the Director of Public Service shall do the following:
 - 1. Designate residential permit parking on existing undesignated residential streets; and
 - 2. Designate streets for paid parking within residential permit parking zones.
- E. Within the parking pilot zone, and notwithstanding any other provision of law or regulation, the Director of Public Service may employ the following to achieve the goals and targets established pursuant to Section (C) of this section:
 - 1. Set and/or adjust on-street parking rates;
 - 2. Set and/or adjust the days and hours during which on-street parking rates apply;
 - 3. Set and/or adjust on-street restrictions as it applies to non-parking permit holders; and
 - 4. Exempt vehicles properly displaying a valid residential, business, or visitor parking permit for the appropriate residential parking zone from paying on-street parking rates. Permit holders are not exempt from paying parking meters on High Street, Goodale Street, metered surface lots, and on-street parking meters located on side-streets adjacent to High Street.
- F. When increasing on-street parking rates within the parking pilot zone, the Director of Public Service shall:
 - 1. Monitor on-street parking availability on all paid streets to establish a need to increase the parking rate;
 - 2. Not increase any parking rate greater than \$.50 in a one-month period or increase parking rates more than once per month; and
 - 3. Provide notice to the Mayor, City Council, Short North Alliance, and the Short North Special Improvement District of any changes in on-street parking rates at least ten (10) days prior to implementation.

- G. On-Street signage shall provide sufficient notice of changes to on-street restrictions within the parking pilot zone, except for changes to on-street parking rates pursuant to subsection E(1) of this section.
- H. Parking Services, Division of Traffic Management, shall serve as the main point of contact for the public on matters related to parking pilot program.
- I. The Director of Public Service shall maintain a public website that includes the following information: pilot zone boundaries, rules and regulations, information about how to use parking technologies, current parking rate, and contact information for Parking Services.
- J. The Short North Parking Pilot Program shall terminate in two (2) years from the effective date of this act.

II. Expenditure of Short North Parking Pilot Program Revenue (Still vetting, these are possible options)

- A. X percent (X%) of all annual on-street parking meter and mobile payment revenue from within the boundaries of the Short North parking pilot program shall be designated on a quarterly basis and shall be used for the following purposes:
 - 1. Creation of an employee benefit program to assist Short North employees with affordable, safe off-street parking options. This may include, but is not limited to the following:
 - a. Discounted parking options in Short North and downtown parking garages;
 - b. Late night employee shuttles to area garages;
 - c. Free or discounted COTA bus passes;
 - d. Discounted memberships for Car2Go and CoGo;
 - 2. Validation program
 - a. Provide small businesses the ability to validate parking for a reduced rate in the garages
 - 3. Safety programs to enhance security for employees, visitors and residents
 - 4. Litter clean-up programs to address neighborhood streets with paid parking
 - 5. Improved communications and wayfinding to direct visitors to public parking
- B. A biannual report and annual report must be submitted to the Director of Public Service and at a minimum include the following:
 - 1. A description of each funded program;
 - 2. Statistics on the use of the programs;
 - 3. Financial documentation showing money received and how money was distributed; and
 - 4. Any recommendations for changes to enhance programs.

III. Reporting requirements and oversight of Short North Parking Pilot Program

- A. Prior to implementation of the parking pilot program, the Department of Public Service shall hold public hearings to release a final plan for implementation. The plan shall include the following:

1. A map clearly defining the boundaries of the pilot zone, residential parking permit zones, and on-street paid parking within the residential permit parking zones;
 2. Detailed descriptions of on-street restrictions, hours of enforcement, and initial parking rates for on-street parking;
 3. Rules and regulations that apply to all components of the parking pilot program; and
 4. Implementation plan for obtaining parking permits, installing on-street parking signage, and installing new parking technologies.
- B. During the term of the parking pilot program, the Department of Public Service will meet with the Short North Parking Study Working Group regularly to provide an update on all parking management targets within the pilot zone.
- C. If the pilot is not significantly meeting the established goals and targets set forth in Section I(C), the Department of Public Service shall re-evaluate the strategies used and implement a revised plan. Any revised plans shall be communicated with the Mayor, City Council, and the Short North Parking Study Working Group. If significant changes are made, the Department of Public Service will hold public meetings to communicate changes to the neighborhoods.
- D. The Director of Public Service shall submit an annual report after the fourth quarter each year of the pilot program. At a minimum, the report shall include the following:
1. Any changes to new or established parking rates;
 2. A description of on-street parking availability;
 3. A description of on-street parking turnover on residential permit parking streets;
 4. A description of visitor passes in residential permit parking zones;
 5. Statistics on the use of pay-by-cell technology;
 6. Statistics on parking violations issued;
 7. Total revenue generated from on-street parking;
 8. A description of the employee benefits program;
 9. Statistics on the use of the employee benefits program; and
 10. Any recommendations for legislative and regulatory changes to on-street parking and residential permit parking.
- E. Sixty (60) days prior to the expiration of the Short North parking pilot program, the Director of Public Service shall produce a final report evaluating the success of the pilot program, including recommendations for continuation of some or all aspects of the pilot programs within the pilot zone.

V. Fiscal impact statement

VI. Effective date

This act shall take effect following approval by the Mayor and action by City Council.